



Executive Summary

Prepared By: M. Kevin Bethea

Site Type: Radius	1176 Eglin Pkwy Shalimar, FL 32579 Radius: 1.0 mile	1176 Eglin Pkwy Shalimar, FL 32579 Radius: 3.0 mile	1176 Eglin Pkwy Shalimar, FL 32579 Radius: 5.0 mile
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2008 Population

Total Population	6,923	42,129	75,013
Male Population	48.7%	49.1%	49.4%
Female Population	51.3%	50.9%	50.6%
Median Age	42.4	35.3	36.0

2008 Income

Median HH Income	\$62,650	\$50,012	\$50,479
Per Capita Income	\$30,922	\$26,567	\$26,361
Average HH Income	\$74,233	\$64,324	\$62,410

2008 Households

Total Households	2,922	17,361	31,510
Average Household Size	2.37	2.39	2.35
1990-2000 Annual Rate	0.96%	0.58%	0.87%

2008 Housing

Owner Occupied Housing Units	61.9%	50.5%	49.9%
Renter Occupied Housing Units	28.9%	40.2%	36.4%
Vacant Housing Units	9.3%	9.3%	13.6%

Population

1990 Population	6,228	41,261	69,957
2000 Population	6,612	41,255	71,439
2008 Population	6,923	42,129	75,013
2013 Population	7,334	44,111	79,534
1990-2000 Annual Rate	0.6%	0%	0.21%
2000-2008 Annual Rate	0.56%	0.25%	0.59%
2008-2013 Annual Rate	1.16%	0.92%	1.18%

In the identified market area, the current year population is 75,013. In 2000, the Census count in the market area was 71,439. The rate of change since 2000 was 0.59 percent annually. The five-year projection for the population in the market area is 79,534, representing a change of 1.18 percent annually from 2008 to 2013. Currently, the population is 49.4 percent male and 50.6 percent female.

Households

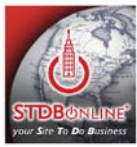
1990 Households	2,501	15,706	26,915
2000 Households	2,751	16,640	29,348
2008 Households	2,922	17,361	31,510
2013 Households	3,114	18,348	33,713
1990-2000 Annual Rate	0.96%	0.58%	0.87%
2000-2008 Annual Rate	0.73%	0.52%	0.87%
2008-2013 Annual Rate	1.28%	1.11%	1.36%

The household count in this market area has changed from 29,348 in 2000 to 31,510 in the current year, a change of 0.87 percent annually. The five-year projection of households is 33,713, a change of 1.36 percent annually from the current year total. Average household size is currently 2.35, compared to 2.40 in the year 2000. The number of families in the current year is 20,109 in the market area.

Housing

Currently, 49.9 percent of the 36,490 housing units in the market area are owner occupied; 36.4 percent, renter occupied; and 13.6 percent are vacant. In 2000, there were 33,146 housing units— 49.6 percent owner occupied, 38.9 percent renter occupied and 11.5 percent vacant. The rate of change in housing units since 2000 is 1.17 percent. Median home value in the market area is \$179,669, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by -0.12 percent annually to \$178,634. From 2000 to the current year, median home value changed by 8.22 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$32,203	\$27,000	\$27,269
2000 Median HH Income	\$50,012	\$38,724	\$39,215
2008 Median HH Income	\$62,650	\$50,012	\$50,479
2013 Median HH Income	\$74,079	\$61,159	\$61,223
1990-2000 Annual Rate	4.5%	3.67%	3.7%
2000-2008 Annual Rate	2.77%	3.15%	3.11%
2008-2013 Annual Rate	3.41%	4.11%	3.93%
Per Capita Income			
1990 Per Capita Income	\$15,607	\$13,409	\$13,383
2000 Per Capita Income	\$23,478	\$20,344	\$20,231
2008 Per Capita Income	\$30,922	\$26,567	\$26,361
2013 Per Capita Income	\$37,189	\$32,092	\$31,376
1990-2000 Annual Rate	4.17%	4.26%	4.22%
2000-2008 Annual Rate	3.39%	3.29%	3.26%
2008-2013 Annual Rate	3.76%	3.85%	3.54%
Average Household Income			
1990 Average Household Income	\$38,758	\$34,530	\$33,812
2000 Average Household Income	\$57,573	\$50,390	\$48,766
2008 Average HH Income	\$74,233	\$64,324	\$62,410
2013 Average HH Income	\$88,840	\$77,047	\$73,683
1990-2000 Annual Rate	4.04%	3.85%	3.73%
2000-2008 Annual Rate	3.13%	3%	3.04%
2008-2013 Annual Rate	3.66%	3.68%	3.38%

Households by Income

Current median household income is \$50,479 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$61,223 in five years. In 2000, median household income was \$39,215, compared to \$27,269 in 1990.

Current average household income is \$62,410 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$73,683 in five years. In 2000, average household income was \$48,766, compared to \$33,812 in 1990.

Current per capita income is \$26,361 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$31,376 in five years. In 2000, the per capita income was \$20,231, compared to \$13,383 in 1990.

Population by Employment

Total Businesses	421	2,777	5,077
Total Employees	2,393	17,480	35,435

Currently, 95.4 percent of the civilian labor force in the identified market area is employed and 4.6 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.0 percent of the civilian labor force, and unemployment will be 4.0 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 68.9 percent of the population aged 16 years or older in the market area participated in the labor force, and 10.4 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 22.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 20.1 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 83.5 percent of the market area population drove alone to work, and 1.9 percent worked at home. The average travel time to work in 2000 was 19.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.4 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 28.8 percent were high school graduates only (29.6 percent in the U.S.)
- 10.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 16.6 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 10.2 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.